

WANTED! NEW NAME FOR STAGE BAND SHOWS!

'SHADOWLAND'

Publix Opinion

'GYPSYLAND'

Vol. II

PUBLIX THEATRES CORPORATION, PARAMOUNT BUILDING, NEW YORK, NOV. 7th, 1927.

No. 2

CIRCUIT IN CAMPAIGN WAR

CASH AWARD FOR PROPER BAND SHOW TITLE

Here you are, you Directors of Publicity and Managers, Ushers, Cashiers, Doormen, Stage Hands, Electricians, Projectionists, everybody who wants to leave a permanent mark on theatrical history!

And win \$25-in gold, which is enough to buy a pair of bright red earmuffs, with which to go out and celebrate!

All you have to do is scratch your head a few dozen times and pop up with a new name for the stage-band jazz policy.

At present, show business calls "the new idea Publix stage shows;" "the jazz policy;" the Paul Ash policy;" "the stage-band policy," etc.

None of these is considered accurate in description or sufficiently illuminating. Moreover, any or all could equally apply to shows staged by our competitors.

Want a trade name

Mr. Katz wants a name which definitely ties up with your theatre, or Publix—preferably Publix, so that it will have permanent trade value.

So if you have any hunches, write them down—as many as you want, and mail your letter to A. M. Botsford, Director of Advertising and Publicity For Publix Theatres Corporation, and they will be turned over to Mr. Katz for selection.

Thus far, names received include, beside the above mentioned ones, the following:

"Publix Stagebandshow," "Publix Band-Revue," "Publix Band Revolutions," "Publix Band-Varieties," "Publix Bandertainment," "Publix Pup-ists," "Publix Jazz-Jesters," "Publix Musical Jesters," "Publix Merry Musical Gang," "Publix Sympho-Syncopators," "Publix Merry Stage-Show."

If you like, you may substitute the name of your theatre for the word Publix.

You might also submit your notions of ideal form of billing, such as:

—The Publix Stage Show—

LOU KOSLOFF

And His Merry Musical Men, in

Jack Partington's production

"FLORIDA"

featuring:

(list your talent)

This prize offer only lasts six weeks from today. All suggestions must be in by December 20. The winner will get the prize in time to celebrate Christmas.

Get your suggestions in tomorrow—spend today thinking 'em over. Get your whole theatre staff busy, thinking about this! Let's have a long list of intelligent hunches from your theatre this week, so we can print them in next week's Publix Opinion.

OFFICER. CALL A COP!



One of the Foster Girls in "Shadowland" demonstrates a Jiu Jitsu trick on Mr. Policeman.

SOME FALL FOR DARK EYES; OTHER FOR TWIST OF WRIST

If brash mashers try to get funny with any of the beautiful sixteen Foster girls who are in "Shadowland" they're going to get the surprise of their life.

All of the girls are athletes, and acrobats as well as dancing beauties, but on the same program is Roy Rogers, jiu jitsu expert, who has been giving them lessons in self defense.

Mr. Rogers, who for several years taught a class of jiu jitsu instructors for the New York Police Department, does a comedy dance in "Shadowland," and between performances, teaches the beauties jiu jitsu tricks.

"Right now they can manhandle any sheik who tries to get fresh and in a few weeks they'll all be champions at the Japanese art," says Mr. Rogers.

While on tour, Mr. Rogers, in response to requests from mayors and chiefs of police of many of the unit cities, has agreed to teach police classes. In order to lighten his burden, he plans to have the Foster group of girls assist him.

So unless you can keep it a secret from your newspapers, your front pages are liable to blossom out with a lot of pictures and stories, showing the "Shadowland" beauties tossing your favorite policemen thru the air.

Several directors of publicity and managers have already contacted their chief of police and arranged a date for the jiu jitsu instruction and the city editors have a note of it already on their assignment books for feature writers and photographers.

BATTLES BEING WAGED FOR PERSONAL GIFTS FROM FAMOUS STARS

NATIONAL "RADIO SALUTE" BOOSTS NEW THEATRES

Three great new Publix Theatres open their doors to the public within the next thirty days.

Denver, Fort Worth, and Birmingham are to have the theatres.

Publix managers and directors of publicity are planning to send telegrams of salutation to the new links in the Publix chain, not only as an expression of good will, but as an added local publicity punch. In Chicago, Will Hollander is planning to have telegrams go forward from Mayor William Hale Thompson, Governor Len Small, and other local celebrities. Also, he is asking the Publix stage artists who are on the programs of the Chicago, Tivoli, Uptown, Oriental, Senate, Harding, and other theatres where remote-control broadcasting stations are located, to sing a song in "salutation" to the new theatre, or some one connected with it or its opening program, a day or two before its opening date. He will also ask the performers who make this aerial salutation to ask listeners in in Fort Worth, Denver, and Birmingham, to phone the editor of their local newspaper that they heard the long distance salute. Thus it gets over a good booster story in each of the towns mentioned, selling the townfolk on the thought that Publix is a national institution with a great deal of power for good for their community.

Oscar Doob, in Detroit, will duplicate Mr. Hollander's idea.

Bud Gray in Boston has also promised, and Reeves Espy, in St. Louis, too.

And if a dozen or two other managers and directors of publicity will do likewise, it will build up a big national radio good-will stunt.

Have your radio performers salute the manager, or someone in the stage show during opening week in all three of our new Publix Unit towns.

Here are the folks and dates you can have your "radio salute" addressed to:

"DENVER:" Opens November 19; Lou Goldberg, director of publicity and advertising; William Jacobs, managing director, stage show "Tokio Blues" with Willie Solar, and the Japanese prima-donna Hatsu Kuma.

BIRMINGHAM: "Alabama Theatre," Manager Sidney Dannenberg; Opens Saturday, Dec. 17.

FORT WORTH: "WORTH THEATRE;" Raymond Jones, Managing director; Opens Nov. 26; stage show "Banjomania," with

Three weeks to go in the drive, for exploitation prizes and three weeks in which to put over some smashing stunt to be registered in the Publix Hall of Fame. According to Lem Stewart, practically every Publix Manager and Press Representative is entered in the contest and the splendid exhibits already submitted represent the finest array of novel exploitation ideas ever checked for home office files. The prizes offered have stimulated remarkable work over the entire circuit and in many instances have aroused outstanding campaigns on pictures which might ordinarily be neglected in favor of more important productions.

Who Gets Trophy?

The most sought after prize seems to be the Metro Goldwyn Mayer trophy and those theatres which have played "Ben Hur" and "The Big Parade" have turned in some tremendous grosses as well as sensational campaign reports. Just who will get this trophy will be difficult to determine as many of the campaigns being considered by Mr. Stewart are of equal magnitude. However, some element of superiority will eventually tell the story.

Bancroft Enthusiastic

"Underworld" and "The Way of All Flesh" are getting the most attention in the Paramount group. George Bancroft, who is vacationing in New York this week and who is offering a silver cigarette service for the best campaign on any one of his films, is particularly interested in the way the contest is being conducted. The manager or press representative who wins the Bancroft prize will probably receive a personal letter of congratulation from this popular celebrity.

America's Sweetheart

The Mary Pickford "Silver Service" prize for the best work on "My Best Girl" is going to be a tough one to win. Advance information regarding the exploitation planned for this one indicates a race which will be hard to decide. The picture opened at the Rialto in New York last week and the audiences cheered loud and long. The New York campaign was started off by some unusual advertisements in the tabloid newspapers. These ads are reproduced on page 3 of this issue of Publix Opinion.

Margaret Ball the dancer; Eddie Hill, comedian, and the Thompson sisters.

Let's give each of these three houses a salute with at least twenty radio stations, and help nationalize "Publix." You may want your own theatre to participate in a "national salute" some day, so get some insurance for yourself by joining this one if there's a radio station in your town.

CONTENTS CONFIDENTIAL!

Much of the matter contained from time to time in PUBLIX OPINION is for the information of executives and responsible employees only, and not for publication or information of outsiders. Therefore, you are cautioned not to leave your copy laying around on desks. FILE IT for reference. Re-write from it for staff bulletins or newspaper stories.

HOT PUBLICITY HERE!



JIU JITSU REVIVAL

was recently staged in New York when Roy Rogers, America's greatest exponent of the famous Japanese art was engaged by the police department to train special officers. Rogers is also one of the most popular eccentric dancers ever booked by Publix. He is featured in John Murray Anderson's stage success "Shadowland," now on tour.

(Story on page 1)



FOOTBALL SCRAMBLE startled the inhabitants of Greenville, Mississippi when Manager Dan Burgum of Saenger Theatre put over sensational novelty stunt to exploit "The Drop Kick." Dan is a golf fan, too and is hot after that Barthelme prize set of golf clubs.

"GYPSYLAND" PICTURESQUE STAGE HIT

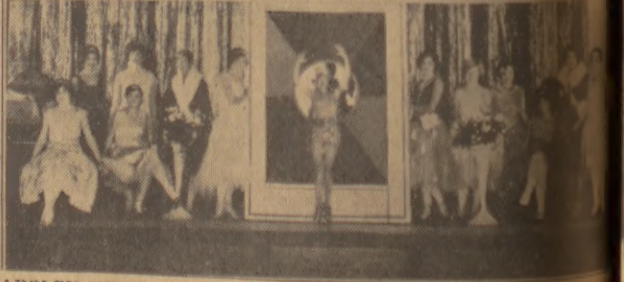


WINTER WINDS may blow but Publix Unit Theatre patrons will stand in line to see Paul Osgood's beautiful "Gypsyland" which opens in Buffalo this week and which will be featured around the circuit for the next ten weeks. These sprightly little girls belong to the dancing ensemble and when we say "dancing" we don't mean anything else.



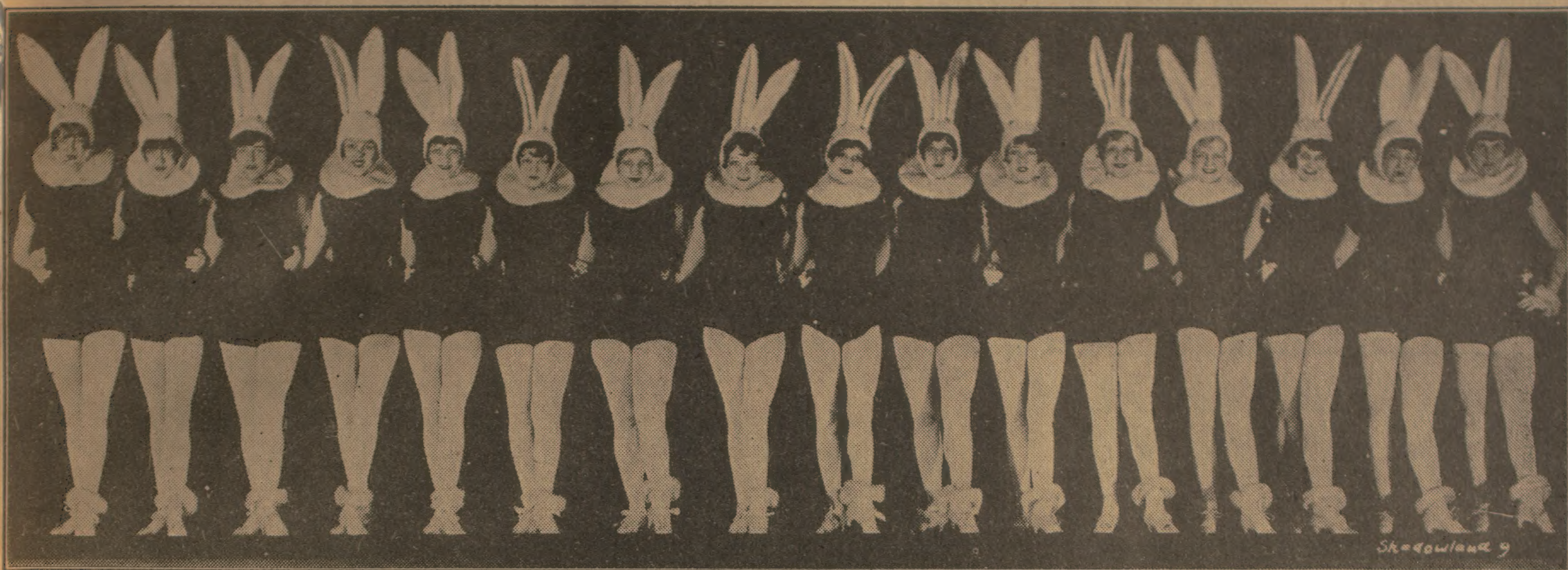
FASHION PLATE

Chaz Chase, International comedian now with Paul Osgood's "Gypsyland" demonstrates some new styles in men's wear which will not be worn this season.



ADOLPH MENJOU would have been tickled pink if he had seen the Fashion Show staged by Manager Amos at the Florida Theatre in Petersburg, Florida, as a special prologue to "Fashions for Women." A department store tie-up included in the stunt boosted business, put Amos up toward the top in the race for the Menjou exploit.

FAMOUS FOSTER GIRLS FEATURED IN "SHADOWLAND"



SWEET SIXTEEN

we ask you very confidentially, aren't they sweet? The original Foster Girls are now featured in John Murray Anderson's "Shadowland." They were formerly starred in "The Circus Princess" at the Winter Garden on Broadway.

Girl Cause of Engagement Break



Joseph Merrill at the time he was employed in one of his father's stores in the same store under an alias. The engagement of Miss Merrill, one of the most popular of the new debutantes and Joseph Merrill, the owner of the Merrill five and cent store, has been broken, a result of a pretty shop girl.

The news, caused very little among the smart set, since generally well known that Merrill had been very close to Maggie Johnson, daughter of Hill postman.

On being questioned at his older Merrill said there was no obstacle placed in the way to prevent his marrying the girl. This democratic older Merrill was a bit of a prize, as it was thought by his son's romance. The rich boy—poor began, it is rumored.



Millionaire's Son in Brawl Defending Pretty Shop Girl



Merrill, son of the wealthy chain store magnate. As he stood at the gate overlooking "Cut Scotch" Jones made an indignant remark concerning the shop girl. Jumping over the court. In an instant the courtroom was an uproar. When order was finally showing among other bruises, two

fine was imposed upon young Merrill. This he paid cheerfully and we courtroom a few minutes later. Miss Maggie Johnson, girl for a statement regarding the case, but you can see the whole thing, this Saturday, in the new Mary Pickford has over

Hardened habits of the Night Court were far from dry eyed as Maggie, hardly more than a child, stood before the bench and bravely promised to be responsible for her older sister's future conduct. At the conclusion, even the Judge was visibly moved, as he perused Little in the custody of her younger sister.

Maggie Johnson came into the public spotlight a few weeks ago when a



HARVEST QUEEN

of Newton, Ia. This little queen won Manager Hundling's "Harvest Queen" contest against a field of 2600 other Iowa beauties. (story on page 4).



HARVEST MONTH

was celebrated with a bang down in Columbus, Ga., where Manager Milton Kress decorated the Grand Theatre with electric lights 'everything

BOX OFFICE TONIC

New York City for the opening of "My Best Girl" at the Rialto theatre. Cold weather opened in New York at the same time but the readers of this copy didn't mind and stood in line to see "Our Mary Pickford" in her newest production.

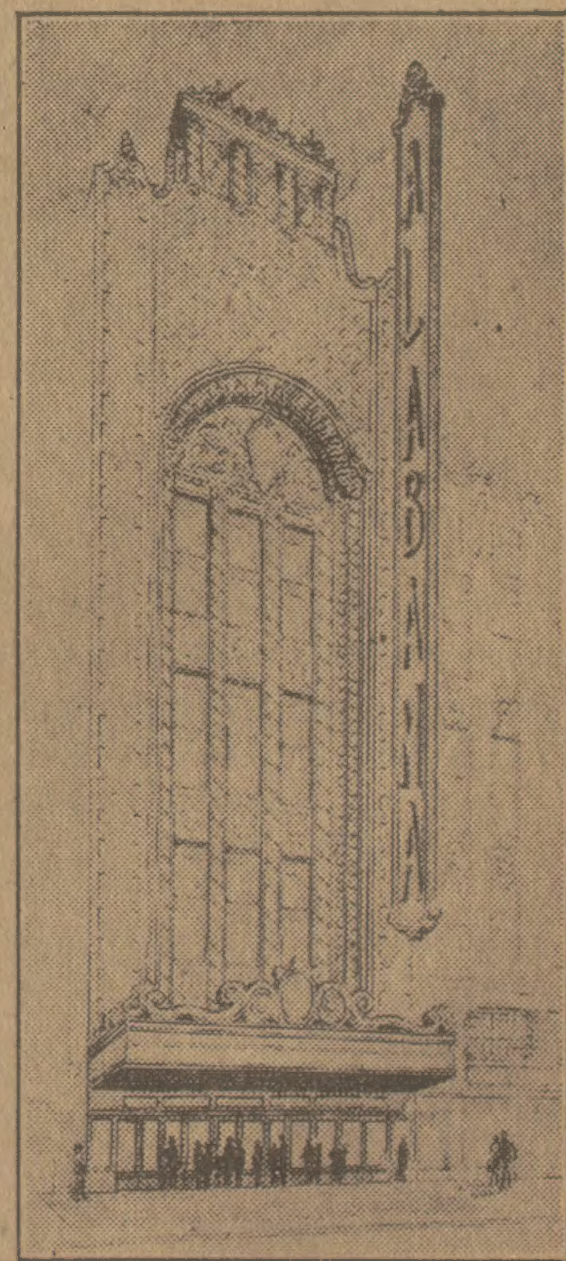
NAME THE PUBLIX BAND STAGE SHOW POLICY AND WIN \$25.00

Important announcement on page 1



PICKING THE BEST

talent in the world. That's the job of Publix Production experts who hold weekly auditions in the Publix studios in New York. Hundreds of acts and artists are observed by John Murray Anderson, Paul Oseard and Jack Partington. Only outstanding performers are selected for Publix productions.



THE ALABAMA

one of the new Publix theatres soon to open in Birmingham, will be another jewel in America's diadem of movie palaces. Sidney Dannenberg will be the manager. (story on page 1)

You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

JOHN E. MCINERNEY, Editor

Contents Strictly Confidential.

SPECIAL CORRESPONDENTS

Lem Stewart	Home Office, New York City
Sam Palmer	Home Office, New York City
Russell B. Moon	Paramount Theatre, New York City
Ben Serkovich	Home Office, New York City
Charles Pincus	Olympia Theatre, New Haven, Conn.
Vernon Gray	Metropolitan Theatre, Boston, Mass.
John McGrail	Metropolitan Theatre, Boston, Mass.
C. B. Taylor	Shea's Buffalo Theatre, Buffalo, N. Y.
Mr. Brereton	Shea's Buffalo Theatre, Buffalo, N. Y.
Oscar Doob	Michigan Theatre, Detroit, Mich.
Ace Berry	Indiana Theatre, Indianapolis, Ind.
W. K. Hollander	Chicago Theatre, Chicago, Ill.
Lloyd D. Lewis	Chicago Theatre, Chicago, Ill.
Bill Pine	Chicago Theatre, Chicago, Ill.
John Joseph	Chicago Theatre, Chicago, Ill.
Dave Lipton	Chicago Theatre, Chicago, Ill.
Reeves Espy	Ambassador Theatre, St. Louis, Mo.
Harry Watts	Capitol Theatre, Des Moines, Ia.
Nate Friedfeld	Riviera Theatre, Omaha, Neb.
Lou Goldberg	Denver Theatre, Denver, Colo.
R. Tarantelle	Palace Theatre, Dallas, Texas
Robert Kelley	Texas Theatre, San Antonio, Tex.
Bud Burnester	Metropolitan Theatre, Houston, Tex.
Sidney Danneberg	Alabama Theatre, Birmingham, Ala.
L. Furman	Howard Theatre, Atlanta, Ga.

Showman's Paper

A. M. Botsford, Director of Publicity and Advertising, in this issue of Publix Opinion, is putting into experiment an idea which has occurred independently, perhaps, to every Director of Publicity and every Manager in Publix employ. It must be a good idea, or it couldn't have been suggested by so many star showmen.

The idea, briefly, is a department in "Publix Opinion" which will show, in photos and in brief description, what you or your organization did to put any particular picture, stage show, star, or institutional idea across to your public. The ideas may come from anybody. They should be mailed to "Mr. Lem Stewart, for Showman's Department, Publix Opinion" and routed thru your official organization channels.

Each Week, PUBLIX OPINION will print the story of the week's most effective merchandising efforts. It will also list those submitted. The idea doesn't have to be original. This is not an ORIGINALITY CAMPAIGN. The object is to establish ideas that are practical and workable.

Then, if you are filing your weekly copy of Publix Opinion, in a short space of time, you'll always have a lot of practical ideas on tap for any campaign you want to put on. Let's start now!

This week, the prize institutional effort made was the use in nearly fifty towns, of the "Publix Makes Hallowe'en Safe and Sane" idea, which started two years ago in Chicago, wherein all the Publix theatres put on special morning free shows, with co-operation of school teachers and principals, for kids who signed pledge cards printed and given them by their teachers, promising to refrain from Hallowe'en mischief or vandalism, and further promising to influence other kids likewise. The stunt got columns of editorial praise and hundreds of grateful sermons and school lectures, for Publix Theatres in Chicago when it was first pulled. The next year, nearly 25 cities did likewise. This year, about 50 did it. Next year, remember the stunt and take it to the heads of your public and private school systems, and you'll win undying gratitude from everybody in your town. The idea is to use old film, obtained free from the exchange.

WHIRLING AROUND THE PUBLIX WHEEL

Shea's Buffalo Theatre, Buffalo, will have Saturday openings beginning Saturday, Nov. 5.

Michigan Theatre, Detroit, will have Saturday openings beginning Saturday, Nov. 12.

Stage shows will lay off after Boston instead of after Detroit.

The stage show, DANCING BRIDES, will appear at Buffalo for six days only and at Detroit for six days only. This is on account of the change in opening days.

A special show, title GYPSYLAND, produced by Paul Oscar to play as per the following:

Saturday, November 5th.....Shea's Buffalo Theatre, Buffalo

Saturday, November 12th.....Michigan, Detroit

Layoff

Saturday, November 26th.....Palace, Dallas

Saturday, December 3rd.....Worth, Ft. Worth

Saturday, December 10th.....Texas, San Antonio

Saturday, December 17th.....Metropolitan, Houston

Saturday, December 24th.....Saenger, New Orleans

Monday, January 2nd.....Alabama, Birmingham

Monday, January 9th.....Howard, Atlanta

The Denver Theatre, Denver, will open Saturday, November 19th, with the stage show, "TOKIO BLUES."

The New "Alabama" Theatre, Birmingham, is scheduled to open Saturday, December 17th, with special unit.

The New "Worth" Theatre, Ft. Worth, will open Saturday, November 26th, with stage show "BANJOMANIA."

UNIT NEWS

PAUL ASH TO EUROPE

Paul Ash, famous long haired jazz maestro of the Oriental Theatre, Chicago, after breaking the world's record for continuous performances, something like 5,500, is taking a well-earned vacation in Europe for six weeks. Ash left Wednesday on the Mauretania, accompanied by Mrs. Ash. Mark Fisher, popular Harding Theatre master-of-ceremonies, is taking Paul's place at the Oriental while Paul is away.

KVALE A HIT

Al Kvale, protege of Paul Ash, and erstwhile saxophonist in Ash's orchestra, is reported as capably handling the stage-band organization at the Norsshore theatre in Chicago, with a noticeable increase in box office returns. Harry Gourfain is producing the shows.

CALVERT GOES MAESTRO

Charley Calvert, kazooist and comedian, is doing a four weeks bit in the Paramount theatre stage band show, after which he will head a stage-band unit in one of the Publix houses. Charley has played the unit houses several times, always with great success, and besides being a comic of ability, is also a master showman and musician.

Charles Pincus, manager of the Olympic at New Haven, has been transferred to Houston, Texas, where he is to be city manager.

Ben Black, for several weeks master of ceremonies and stage-band leader at the Paramount, New York, goes to a new Publix theatre and his place is being filled by Lou Kosloff, who has been knocking 'em dead in Detroit.

The Paramount, New York, is billing the organ number for Jesse Crawford, "THE JESSE CRAWFORD ORGAN CONCERT" and is building up this title consistently week after week. It is possible that you may want to bill your organist likewise for instance, THE HENRY MURTAGH ORGAN CONCERT, or THE EDWARD WEAVER ORGAN CONCERT, using your organist's name.

MANUAL STUNT

BROUGHT 'EM IN

(Photo on Page 3)

Manager George P. Hundling had a very successful Harvest Contest in connection with the closing weeks of Publix Harvest Month at the Publix Capitol Theatre, Newton, Ia.

The election of a Harvest Queen came to an exciting end Saturday night and furnished several surprises; finally upsetting the dope and bringing the young lady in first who was fifth on the Friday count.

It was a pretty race and a warm one right to the last day. The highest number of votes cast was 27-635.

The Harvest Queen was posed with the big ticket by many photographers who represented newspapers, civic clubs and personal enterprises; the big ticket representing the winning prize—a year's pass to the Publix Capitol.

One of the prize ears of corn, one of the prize two-pound potatoes, and one of the tall stalks of corn (14' 3") were photographed with Mary Astor who plays the

HURRY! HURRY! HURRY!

EXPLOITATION CONTEST ENDS

NOVEMBER 30th SO SEND IN
YOUR CAMPAIGN EXHIBITS

SPECIAL EXPLOITATION PRIZES

PARAMOUNT STARS

Clara Bow	Autographed Bronze Desk Lamp
Emil Jannings	Autographed Leather Brief Case
George Bancroft	Silver Cigarette Service
Esther Ralson	Autographed Mahogany 12-day Desk Clock
Fred Thompson	Wrist Watch
Wallace Beery	Gold Fountain Pen
Raymond Hatton	Gold Pencil
Richard Dix	Complete Hammered Brass Desk Set
Adolphe Menjou	Set of Studs and Cuff Links
Chester Conklin	Automobile Spotlight
Bebe Daniels	Autographed Gold Watch

FIRST NATIONAL STARS

Colleen Moore	Wrist Watch
Ken Maynard	Club Bag
Mary Astor	Silver Cigarette Box
Billie Dove	Humidor
Jack Mulhall	Sterling Silver Cigarette Case
Lloyd Hughes	Signal Ring
Johnny Hines	Onyx Desk Set
Ben Lyon	Leather Wallet and Card Case
Milton Sills	Pair Military Brushes
Richard Barthelmess	Set of Golf Sticks
Dorothy Mackail	Golf Club Bag
Constance Talmadge	Silver Photograph Frame
Charlie Murray	Silver Belt Buckle and Watch Chain
Harry Langdon	Gold Pocket Knife and Chain

UNITED ARTISTS STARS

Mary Pickford	Silver Service
Louis Wolheim	Wrist Watch
Vilma Banky	
Ronald Coleman	Walking Stick

METRO-GOLDWYN-MAYER TROPHY

Theatre managers competing for the special Jesse Lasky cash prizes for best advertising, publicity and exploitation campaigns on a Paramount picture and also competing for the special prizes offered by Paramount First National Metro-Goldwyn-Mayer and United Artists should send their campaigns (Three exhibits and three prints of all photos) directly to Lem Stewart, Advertising Manager, Publix Theatres Corporation, Paramount Building, New York City.

(If necessary, make special arrangements with your distributor for photographing essential exhibits of any star and producer contest campaigns as prize donors insist upon adequate proof of outstanding exploitation.)

leading feminine role in "The Girl of the Golden West." Newton is right in the heart of the best corn land in the state where the tall corn grows someone suggested the plot be named, "Corn and Corn Fed."

WHERE THE SHOWS ARE PLAYING

WEEK BEGINNING SATURDAY, NOVEMBER 5, 1927.

New Haven	Olympia	Band No. 15, Listen
New York	Paramount	Band No. 14, Moonlit Walk
Boston	Metropolitan	Band No. 13, Shadowland
One Week Layoff		Band No. 12, Florida
Buffalo	Shea's Buffalo	94A, Gypsyland
Detroit	Michigan	Band No. 11, Dancing Bride
One Week Layoff		Band No. 10, Dixieland
Indianapolis	Indiana	Band No. 9, Dance Captain
St. Louis	Ambassador	Band No. 8, Flyin' High
Chicago	Chicago	Band No. 7, Paul Whiteman
Chicago	Uptown	Band No. 6, Jazz A La Carte
One Week Layoff	Tivoli	Band No. 5, Joy Bell
Des Moines	Capitol	Band No. 4, Way Out West
Omaha	Riviera	Band No. 3, Tokio Blues
One Week Layoff		Band No. 2, Banjomania
Dallas	Palace	Band No. 1, Orange Blossom
San Antonio	Texas	Band No. 17, Syncopated Melody
Houston	Metropolitan	Band No. 16, Trip to Mexico
New Orleans	Saenger	Band No. 14, Persian Fantasy
Atlanta	Howard	Band No. 13, Young America
		Band No. 12, Klassy Kaper